



30 September, 2009

Final Edition of Trading Post

Dear Retailer,

Today we announced that from 30 October 2009, Trading Post will become an exclusively online and mobile classifieds trading place focusing on growing its successful digital products. The final printed editions of the classifieds newspaper will be published weekly with the last on 29 October 2009.

Over the past few years, there's been a significant shift in people's reliance on the net to live their lives. Nine out of ten Australians access the net weekly with shopping an increasingly popular online pastime. This worldwide trend is also reflected in the classifieds' industry as more and more customers use their computers or mobile phones to search, buy or sell products.

Trading Post is Australia's leading classifieds brand. Combine that with Telstra's leading integrated online and mobile media business and we are well placed to capitalise on these trends.

With print usage declining significantly across ad volumes, circulation and readership, it's unviable to continue producing the weekly print publications. It is an increasingly competitive market so Trading Post's success as an organisation depends on making sound business decisions that set it up for the future.

The table below outlines the specific details of the publications affected.

Publications	Product Code	Barcode Number	Price
Melbourne and Country Victoria Trading Post	MTP	9770729384002	\$3.50
Things That Go	TTG	9771323589015	\$3.50

Your returns and billing process will continue as normal. To ensure this is a fast and smooth process, please contact our Retail Services Contact Centre on 1800 252 200 if you need to resolve any outstanding issues in relation to our publications.

If you have any Trading Post point of sale materials, please take this down by Thursday 5 November. Any point of purchase stands in the metropolitan areas will be collected on request by a representative shortly.

Should you have any questions relating to this decision, please do not hesitate to contact us by email at circulation@tradingpost.com.au.

I would like to take this opportunity to thank you for your contribution and customer service to date and I wish you all the best for the future.

Yours Sincerely,

Mark Pinder
National Manager Publication Sales
Telstra Media Classifieds